

Sub B3

ABSTRACT OF THE DISCLOSURE

An apparatus and method is provided to enable high speed printing of an image with high resolution while suppressing degradation of image quality due to white stripes and density variations. In an ink jet printing apparatus using a multipass printing system, one and the same scan print area is divided at a predetermined pitch and the printing duties of the divided areas determined by the thinning out mask pattern are set to different values. Of the same scan print area formed by a plurality of the main scans, the divided areas corresponding to the ends of the print head have their printing duties set smaller than those of the divided areas on the inner side of the ends of the print head.